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ABSTRACT

Intended to help potential graduate students in communications choose the university that best suits their needs, this paper presents the results of a survey of universities offering programs in organizational communication. A general geographic and demographic description is included for each of the 18 responding universities. The survey information includes (1) the length of operation of the program, (2) the number of full-time faculty, (3) the unique qualities of the program, (4) the characteristics of the students sought for the program, (5) how the program can be improved, (6) additional comments about the program, and (7) an address for finding additional information on the program. (RL)

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A SURVEY OF GRADUATE PROGRAMS IN ORGANIZATIONAL COMMUNICATION

The results of a survey sent to institutions listed in the SCA Graduate Directory as offering the M.A. and Ph.D. in Organizational Communication are reported. Brief biographical descriptions of the universities returning their surveys are included with their respective survey results.

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The authors would like to express their appreciation to Henry L. Ewbank, Ph.D. University of Arizona, for his assistance in the development of the survey used in this study, and his editing expertise.

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A GUIDE TO GRADUATE PROGRAMS IN ORGANIZATIONAL COMMUNICATION

A plethora of potential pitfalls lies in the path of the individual seeking a graduate degree in Organizational Communication. One of the first potential stumbling blocks is identifying the university which best suits his/her personal needs, academic interests, and professional career goals. This paper provides information which will assist the prospective graduate student in that identification process.

The purpose of this paper is to present the results of a survey conducted among those universities offering both the M.A. or M.S. and the Ph.D in Organizational Communication as listed in the Speech Communication Association Graduate Directory.[1] Institutions offering only the Master's degree are not included. Of the twenty-nine universities listed as having such programs, eighteen responded to our survey, which requested pertinent information about the Organizational Communication program typically not found in general college catalogs. A copy of this survey is included at the conclusion of this paper (see Appendix A).

Interest in the survey was a result of the first author's attempt to select the most appropriate graduate school offering a graduate degree in Organizational Communication. No organized source of information existed. It was difficult to decide which school to attend, based on information rather than chance. The problem was dis-

[1] Robert N. Hall, ed. Director of Graduate Programs: Communication Arts and Sciences 1979-1980, (Falls Church, VA.: The Speech Communication Association, 1978).

cussed in a graduate Speech Education course at the University of Arizona, and the interest and need for such a paper culminated in a survey to be used to generate the necessary information. Thus, the questions asked in our survey were essentially those questions the first author had asked of prospective graduate program directors-information that seemed quite useful, but could not be found in general college catalogs. This paper was written to assist those students facing a similar decision. Future students pursuing graduate degrees in Organizational Communication will be able to choose the "best" school based on additional printed information, not simply on serendipity.

Of the twenty-nine universities having both M.A. or M.S. and Ph.D. programs in Organizational Communication, the following schools failed to return their surveys. They are named in the hopes that they will complete the attached survey and return it in to the first author in the near future. Programs that were included but wish to update their present descriptions are also encouraged to return completed surveys.

University of Southern California

University of Colorado, Boulder

University of Denver

Howard University, Washington D.C..

University of Indiana, Bloomington

University of Michigan

State University of New York, Buffalo

Kent State University

Ohio University

University of Oregon

University of Utah

The following universities returned their surveys, most with insightful, relevant information pertaining to their graduate program. in Organizational Communication. Survey information was requested of department chairmen, faculty representing the Organizational Communication concentration, and graduate students pursuing Organizational Communication degrees. All forms were sent to department chairmen to be distributed among the personnel mentioned above.

A general geographic and demographic description of each school is included. These descriptions were taken from each respective university's general catalog or from information supplied by various general encyclopedias. An individual and his/her address is included at the conclusion of each schools's description for those who wish to seek information pertaining to any particular program.

It is our intent to make available updated information as it is provided by the appropriate persons in those departments, or others which may join the ranks of these institutions. Continuing cooperation of the SCA Student Section is being explored as a means to this end.

UNIVERSITY OF ARIZONA TUCSON, ARIZONA

Located in the southern part of Arizona, the University of Arizona at Tucson was first opened to students in 1891. From these beginnings in pioneer days the University advanced slowly for the first twenty years of its history. Then came a rapid decade of expansion with the incorporation of the territory of Arizona into a state, the last to be admitted to the Union in its continental boundaries. The University is now attended by some 30,000 undergraduate and graduate students. The majority of these students are from Arizona.

Tucson is located approximately 100 miles south of the state capital, Phoenix, and 50 miles north of the International border. It is located in the midst of the Sonora Desert, a panoramic environment suitable for a variety of outside activities, including hiking, mountain climbing, swimming, and camping. During the winter months, skiing is possible atop Mt. Lemmon, a one hour drive from the University. The city of Tucson has seen tremendous growth of both land settlement and population in the past decade. An expansive industrial park located south of the city now houses such large companies as IBM, Hughes Aircraft, Burr-Brown, and Pepsi-Cola.

SURVEY INFORMATION

1) HOW LONG HAS THIS PROGRAM BEEN IN EXISTENCE? ELEVEN YEARS

2) HOW MANY FULL TIME FACULTY ARE INVOLVED IN ORGANIZATIONAL COMMUNICATION? TWO

3) WHAT ARE THE QUALITIES OF THIS PROGRAM?

   a) The interdisciplinary nature of our program makes a comprehensive, flexible program capable of meeting specific individual needs.possible.
   b) There is ample opportunity for qualified, energetic graduate students to engage in professional consulting.
   c) Our Department has excellent relations with the College of Business, particularly with the Department of Management.
   d) The flexibility of our program allows individual students to pursue their preferred career orientation- be it toward teaching or industry.

4) WHAT KINDS OF STUDENTS ARE YOU SEEKING?

a) Students should have some experience in teaching, preferably in business communication.
b) Students should be self-motivated and able to pursue their personal interests independently.
c) Students should have a comprehensive background in communication including such areas as rhetoric, communication theory, and oral interpretation.

5) HOW CAN THIS PROGRAM BE IMPROVED?

a) Additional course offerings in the area of Organizational Communication are necessary to develop a more sophisticated, comprehensive program.
b) An additional faculty member having experience in teaching, publication, and research methods is needed to provide greater variety and additional expertise to our program.

6) DO YOU HAVE ANY PERSONAL COMMENTS PERTAINING TO YOUR PROGRAM?

We prefer that our graduate students have a specific direction for their graduate education. The program is designed so that individuals are able to develop their own personal interests consistent with Univeristy and Departmental guidelines. A core of nine courses must be completed by M.A. candidates, and any additional electives the student wishes to complete. The candidate for the Ph.D. has greater flexibility in course selection.

This is not a program for students who need structure and direction provided by others. Self-directed students desiring to set and achieve their personal standards will excell. A faculty of varied and diverse interests exists for students to utilize as they choose. The ultimate quality of each student's program is based on the student's ability to seek those faculty members and those courses that best fulfill personal objectives and goals. Students are expected to take responsibility of their own program; the quality and personal satisfaction derived from that program is student-centered.

7) WHO SHOULD I WRITE FOR ADDITIONAL INFORMATION?

Henry L. Ewbank, Ph.D.
Department of Speech Communication
University of Arizona
Tucson, AZ. 85721
(602) 626-2394

ANNENBURG SCHOOL OF COMMUNICATION, UNIVERSITY OF SOUTHERN CALIFORNIA

The Department Chairman returned the packet of surveys, which included a note saying they do not offer graduate degrees in Organizational Communication. They are listed in the SCA Directory as offering both the M.A. and Ph.D.

FLORIDA STATE UNIVERSITY TALLAHASSEE, FLORIDA

Florida State University is located in Tallahassee, the capital of Florida. The population of the city exceeds 87,000; that of Leon County is approaching 137,000. The rolling hills, with their cover of pines and live oaks, provide a landscape of pleasant variety. The nearby Gulf of Mexico tempers the climate and offers diverse recreation. One of the oldest cities in Florida, Tallahassee is served by Eastern, Southern, and Air Florida Airlines, and Trailways and Greyhound Bus Lines. The city is located on United States highways 27, 90, 319, and Interstate 10.

The main campus of Florida State comprises approximately 345 densely populated acres. Currently valued in excess of $169 million, the physical plant varies in architectural design from Collegiate Gothic to Contemporary. A current building program ranges from utility extensions and renovations to new construction.

The Department of Speech Communication offers broad training in human communication theory and practice. Major emphasis is available in Rhetoric and Public Address, Oral Interpretation, Speech Education, Communication Theory and Research, Organizational Communication, and Interpersonal and Small Group Communication.

SURVEY INFORMATION

1) HOW LONG HAS THIS PROGRAM BEEN IN EXISTENCE? EIGHT YEARS

2) HOW MANY FULL TIME FACULTY ARE INVOLVED IN ORGANIZATIONAL COMMUNICATION? TWO

3) WHAT ARE THE QUALITIES OF THIS PROGRAM?

a) The range, quality, and depth of coursework combined with an in-organization training program are most valuable.
b) The quality, experience, and support that faculty bring to graduate students is also an asset to our program.
c) Our Department has an excellent record of placing graduates in teaching, industry, government, and research positions.

4) WHAT KINDS OF STUDENTS ARE YOU SEEKING?

a) We are seeking intelligent students with good personality characteristics who can listen, speak, read, write, and perform at a high level of competence.
b) Preference for students with undergraduate programs in Communication is given, or those students majoring in behavioral sciences, business management, governmental or educational administration.
c) Perceptive students having good interpersonal skills, and who are creative and adaptive will do well in this program.

5) HOW CAN THIS PROGRAM BE IMPROVED?

a) The changing dynamics of both the literature and organizational opportunities result in our program having to be continuously updated. This places an overworked faculty under continuing strain and is an impediment to work in the field and with graduate students.

6) DO YOU HAVF ANY PERSONAL COMMENTS PERTAINING TO YOUR PROGRAM?

NONE

7) WHO SHOULD I WRITE FOR ADDITIONAL INFORMATION?

Clarence W. Edney, Ph.D.
Graduate Chairman in Organizational Communication Options
Department of Communication
Florida State University
Tallahassee, FL. 32306
(904) 644-5034

UNIVERSITY OF FLORIDA GAINESVILLE, FLORIDA

The University of Florida is located in Gainesville, a city of 76,000, situated in north central Florida. Gainesville is located midway between the Atlantic Ocean and Gulf of Mexico. The city is known as an agricultural and small industrial center.

In addition to a moderate climate, Gainesville offers many other advantages to students. A golf course is within easy reach of the campus, and swimming and boating accommodations are available at nearby springs and rivers. The lakes in the vicinity abound in fresh water fish, while the Atlantic Ocean and Gulf of Mexico are within a two hour drive. As the seat of Alachua County, the city is the focal point of diversified industrial and farming activities.

SURVEY INFORMATION

The Department Chairman returned the survey packet uncompleted. The faculty member in Organizational Communication was on sabbatical.

For additional information, write:

Department of Speech
University of Florida
Gainesville, FL. 32611
(904) 392-2035

SOUTHERN ILLINOIS UNIVERSITY CARBONDALE, ILLINOIS

Southern Illinois University at Carbondale has entered its second hundred years in operation much more developed than its original mission of being a Normal school. The city of Carbondale is approximately 100 miles southeast of St. Louis, MO., in Jackson County, the western border of which is the Mississippi River. Immediately south of Carbondale begins some of the most rugged and picturesque terrain in Illinois. Sixty miles to the south is the historic confluence of the Ohio and Mississippi Rivers, the two forming the border of the southern tip of "Little Egypt," the fourteen southernmost counties in Illinois. The region immediately surrounding Carbondale is noted for its large peach and apple orchards. Within ten miles of the campus are located two state parks and four lakes and much of the area is a part of the Shawnee National Forest.

Immediately south of Carbondale is the University, comprising more than 3,290 acres of land, 981 of which are developed. Two beautiful features that are located near the center of the campus complex are a wooded tract, preserved in the tradition of the native forests of Southern Illinois, and several buildings surrounding the site which formed the original campus a century ago.

SURVEY INFORMATION

1) HOW LONG HAS THIS PROGRAM BEEN IN EXISTENCE? NINE YEARS

2) HOW MANY FULL TIME FACULTY ARE INVOLVED IN ORGANIZATIONAL COMMUNICATION? NO RESPONSE

3) WHAT ARE THE QUALITIES OF THIS PROGRAM?

   a) Our Organizational Communication program combines both interpersonal communication and public relations to form a comprehensive, yet unique perspective to studying communication in the organization.
   b) The faculty provides close personal guidance in educational programs and coursework when requested.
   c) The University has good computer facilities.

4) WHAT KINDS OF STUDENTS ARE YOU SEEKING?

a) Our Department seeks bright, capable students who are proficient in quantitative research models.
b) Graduate students should be willing to undertake independent research projects.
c) Students who have or are becoming goal directed in terms of career development are sought.
d) Prospective graduate students should be interested in both interpersonal and organizational communication with a pragmatic orientation.

5) HOW CAN THIS PROGRAM BE IMPROVED?

a) We need better computer consulting.
b) More coursework needs to be developed to achieve a more varied program. Developments are under way.

6) DO YOU HAVE ANY PERSONAL COMMENTS PERTAINING TO YOUR PROGRAM?

At this University you have available outstanding scholars in the area of Leadership, Phenomenology of communication, Marketing, and other related areas that provide support to an Organizational Communication program. Further, we encourage students to play an active part in designing their own graduate program, and providing rationale for special thrusts they may choose. Our Department, as well as Purdue's and Brigham Young's, provide not only the opportunity but also the encouragement to study the relationships between Organizational Communication at the work-group level, training, employee communication systems, and public relations. Increasingly, these linkages, or at least some of them, have utility to non-academic as well as to academic careers.

An M.S. usually requires two summers and an academic year, or four semesters. A Ph.D., for one who already holds an M.A. or M.S., usually requires two academic years and one or two summers. We employ a sizeable number of teaching assistants, occasional research assistants; our graduate students are extraordinarily successful in obtaining assistantships in non-academic areas of the University and in competing for fellowships, dissertation awards, etc. Current faculty are involved in research in training models, political communication, small group behaviors, communication roles, communication networks, and communication as it contributes to "community" in towns and cities. Most of our faculty consult occasionally; some consult regularly. Two of our faculty have been active consultants in Organizational Communication for more than a decade. Several of our Ph.D. graduates and at least one M.S. graduate are extremely active as consultants.

7) WHO SHOULD I WRITE FOR ADDITIONAL INFORMATION?

Donald MacDonald, Ph.D.
Department of Communication and Fine Arts
University of Southern Illinois
Carbondale, IL. 62901
(618) 453-2291

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN, ILLINOIS

The University of Illinois has a history of over one hundred years as a state-supported land-grant institution with a three-fold mission of teaching, research, and public service. Located about 130 miles south of Chicago and 96 miles east of Springfield in the adjoining cities of Urbana-Champaign (the combined population is 100,000), the University has an educational community of approximately 34,000 students. The community is accessible by car on Interstate 57, 72, and 74; by Amtrak passenger trains; and by Greyhound Bus Lines. Ozark Air Lines has daily flights to and from St. Louis, Chicago, Washington D.C., New York, and Denver.

Students come from every state in the union and many foreign countries, but generally 97% of the undergraduates are Illinois residents. Minority students comprise about 7% of the total campus population. Of the undergraduates, about 60% are men and 40% women. The campus is located in a residential-type setting on 640 acres of land. The University library is the third largest among American university libraries.

SURVEY INFORMATION

1) HOW LONG HAS THIS PROGRAM BEEN IN EXISTENCE? THREE YEARS

2) HOW MANY FULL TIME FACULTY ARE INVOLVED IN ORGANIZATIONAL COMMUNICATION? THREE

3) WHAT ARE THE QUALITIES OF THIS PROGRAM?

   a) Our program is supported by a strong, research-oriented faculty having established research programs in Health Communication, Small Group Decision-making in Organizations, Network Analysis, and Program Evaluation.
   b) We have strong cognate programs in Business Administration, Labor and Industrial Relations, Sociology, and Organizational Psychology.
   c) Opportunities exist for graduate students to experience on-going research and consulting projects conducted by various faculty members.

d) The faculty has integrated interests in both teaching and research.
e) Graduate programs are designed by each respective graduate student, permitting focus in different organizational areas (e.g. Business Organizations, Labor Relations, Social Service Agencies) and different methodologies.

4) WHAT KINDS OF STUDENTS ARE YOU SEEKING?

a) Students must be highly qualified academically.
b) Students interested in advancing the state of knowledge about Organizational Communication and committed to theoretical research are compatible with our Department's interests.
c) Students should have a strong background in Communication Theory and Research Methods.
d) We also seek students who have experience in organizations (e.g. health related institutions, business and industry, and government).

5) HOW CAN THIS PROGRAM BE IMPROVED?

a) The creation of an intern program or placement program for graduate students would be a positive step in improving our program.
b) A strong applied dimension is necessary for us to have a more well-rounded program; we hope to make this possible soon.
c) A number of new courses need to be developed.

6) DO YOU HAVE ANY PERSONAL COMMENTS PERTAINING TO YOUR PROGRAM?

A graduate student in our Department should have the following qualifications and interests: 1) eagerness to learn new materials and methods, 2) commitment of one to two years for the M.A. and four years for the Ph.D., 3) willingness to assume a two course teaching assistantship, 4) ability to make use of a flexible curriculum (there are no core or required courses per se), 5) a desire to collaborate on aspects of ongoing research programs, 6) willingness to successfully complete rigorous empirical research methods courses in this Department and in others, 7) an interest in Decision-making in Organizations, 8) an interest in Program Evaluation and Research, and 8) a compatible incerest with other areas of our Department, especially Interpersonal Communication.

7) WHO SHOULD I WRITE FOR ADDITIONAL INFORMATION?

Joseph W. Wenzel, Ph.D.
Director of Graduate Study
Department of Speech Communication
University of Illinois
Urbana-Champaign, IL. 61801

PURDUE UNIVERSITY WEST LAFAYETTE, INDIANA

With a faculty of over 2,500 and a student body of over 42,000, Purdue University considers its people its greatest strength. The main campus in West Lafayette comprises 124 major buildings on 647 acres. Many programs of diversified research are carried out in some 270 research labs. The University has become the cultural and recreational center for northwestern Indiana. Purdue's enrollment is one of the largest in the United States colleges with 35,000 student body members.

SURVEY INFORMATION

1) HOW LONG HAS THIS PROGRAM BEEN IN EXISTENCE? TWENTY-FIVE YEARS

2) HOW MANY FULL TIME FACULTY ARE INVOLVED IN ORGANIZATIONAL COMMUNICATION? FOUR

3) WHAT ARE THE QUALITIES OF THIS PROGRAM?

   a) Our Department supplies a good balance between theory and application.
   b) There is excellent supporting work available in Psychology, Sociology, Management, and with related disciplines.
   c) We believe our long and strong tradition is an asset to our program.

4) WHAT KINDS OF GRADUATE STUDENTS ARE YOU SEEKING?

   a) We seek and select students who seem to show the greatest intellectual promise.
   b) Students should be highly motivated, competent in communication skills, and be socially mature.
   c) Intellectual competence is necessary as indicated by a Liberal Arts degree, appropriate coursework in relevant areas, and/or high standardized test scores.

5) HOW CAN THIS PROGRAM BE IMPROVED?

   a) The marketability of the M.A. candidate is weak; we are doing more to help them as possible.
   b) An organized, formally supervised "internship" is needed.
   c) A more efficient curriculum refinement process to insure that our program reflects a "state of the art" status would be beneficial.

6) DO YOU HAVE ANY PERSONAL COMMENTS PERTAINING TO YOUR PROGRAM?

We seek persons with a reasonably broad (but not miscellaneous, Jack-of-all-trades) academic background, with strong dedication to conceptual, theoretical, and research goals. We have a curriculum

appropriate for such persons. Rather than ignoring or even rejecting "traditional" rhetorical studies and general communication literature, we insist that all Organizational Communication graduate students have a firm grip on the basic core of Rhetorical Theory; be comfortable with relevant work in Interpersonal and Contemporary Philosophy of Science. With one of the largest total undergraduate enrollments among Communication and/or Speech Departments in the United States, we offer a large number of well paying teaching assistantspositions, with opportunity to compete for University fellowships and some other research appointments. The accessibility of computer facilities at Purdue, for all students, is probably greater than almost anywhere else in the country, with typically no expense.

The Ph.D. program in Organizational Communication is interdisciplinary in nature and rigorous. A student of Organizational Communication studies in strong cognate areas: Industrial Psychology, Organizational Psychology, Administrative Science, and Industrial Relations. The work load is demanding. A student must acquire the skills and perspectives of both communication and organizational scholars. The Ph.D. requires a minimum of three years.

Teaching assistantships are offered to many of the qualified entering graduate students. Additional funding is also available through grants provided by the University. Internships are possible, but are dependent upon the student's initiative in finding contacts. Consulting opportunities in the local business community are not abundant. Several students, however, have conducted workshops and training sessions in the Indianapolis and Chicago areas.

Graduate students are encouraged to engage in research and scholarly activity. All graduate students working toward their Ph.D. have participated in convention programs, presented papers, and many have published. Research is a high priority in the program. The number of doctoral students is kept small and the student/faculty ratio is good. Students and faculty participate jointly in research activities and publication.

Overall, Purdue is an excellent institution for someone who wants an interdisciplinary approach to Organizational Communication. A nationally recognized Communication Department, plus access to other fine departments and faculty, provide an excellent environment for study and research.

7) WHO SHOULD I WRITE FOR ADDITIONAL INFORMATION?

Linda Putnam, Ph.D.
Department of Communication
Purdue University
West Lafayette, IN. 47907
(317) 749-2692

MICHIGAN STATE UNIVERSITY EAST LANSING, MICHIGAN

Michigan State University occupies a contiguous parcel of land containing 5,320 acres in East Lansing. Of this total, the academic and developed campus comprises 2,000 acres, the remaining 3,320 acres are devoted to experimental farms, outlying research facilities and natural areas. One of the latter, the Tourney Forest of virgin beech and maple, is designated by the U.S. Department of the Interior as a Natural Landmark. This gently rolling campus is graced with more than 19,000 shrubs and trees, and has long been recognized as one of the most attractive in the nation. The campus includes over 33 miles of roadways, 11 miles of bicycle paths and 97 miles of sidewalks in molding over 350 permanent University buildings into one of the most expansive and functional educational complexes in the world.

SURVEY INFORMATION

1) HOW LONG HAS THIS PROGRAM BEEN IN EXISTENCE? EIGHT YEARS

2) HOW MANY FULL TIME FACULTY ARE INVOLVED IN ORGANIZATIONAL COMMUNICATION? FOUR

3) WHAT ARE THE QUALITIES OF THIS PROGRAM?

   a) Opportunities to conduct team and individual research in a variety of organizations is possible.
   b) Graduate students have access to current methodologies for studying Organizational Communication topics.
   c) A variety of faculty members each having different interest areas is available.
   d) Chances of being placed in a preferred position upon graduation are good.

4) WHAT KINDS OF STUDENTS ARE YOU SEEKING?

   a) We seek students who are primarily interested in university teaching and research.
   b) Students should have a sound ability to perform empirical research.
   c) Highly motivated students who are interested in developing expertise in Organizational Communication research are desired.
   d) Incoming students should have had some teaching experience, and should have as part of their undergraduate program college algebra, statistics, and preferably some research design.

5) HOW CAN THIS PROGRAM BE IMPROVED?

a) Additional research projects and easier access to organizations would be helpful.
b) Reducing the teaching load the first semester for incoming students is preferable.
c) Even more support from federal grants and private sector sponsors would be helpful.

6) DO YOU HAVE ANY PERSONAL COMMENTS PERTAINING TO YOUR PROGRAM?

We offer two programs. First, for persons with an undergraduate degree in any area who has at least two years of work experience, we offer an M.A. program that combines 19-27 credits in communication with courses anywhere in the University that will help the person meet his/her career goals. The program requires 45 credits, includes an application project, and offers some assistantships. It is low in formal structure. This program is also popular- some 70 persons are typically enrolled at any one time.

The Ph.D. is for individuals whose primary interest is in research and teaching. They must be capable both in verbal and quantitative skills. All are supported by assistantships. Ph.D. candidates teach, complete research, and fulfill course requirements simultaneously. Their tenure is usually three years. The program is highly structured, and the individual whose interest is in the Organizational area will find faculty, course work, and a variety of offerings outside the Department to develop his/her competence and experience. The Department recognizes consulting as an activity to be added to the other responsibilities of student and faculty responsibilities. There are some 25 doctoral program students working with 18 faculty.

The Department provides full support for three or four years during which time the student is expected to acquire a wide range of experience. This includes coursework, teaching, research, and consulting. Students are expected to master general Communication theory, specific content areas such as Organizational Communication, and extensive analytic and research skills. The University provides excellent resources in terms of courses, computers, research funds, and other facilities which are necessary for advanced work in communication research. Faculty demand "production" and "quality," and discussion with faculty members and students in the program presently is highly recommended.

7) WHO SHOULD I WRITE FOR ADDITIONAL INFORMATION?

Richard V. Farace, Ph.D.
Director of Graduate Studies
Department of Communication
Michigan State University
East Lansing, MI. 48824
(517) 355-3472

WAYNE STATE UNIVERSITY DETROIT, MICHIGAN

Over 100 buildings house service, instructional, and the research needs of Wayne State University, located in the heart of Detroit.

The primary aim of the Department of Speech Communication is to assist students in developing the ability to communicate effectively. The variety of degree programs provides a broad liberal arts education as well as specific career training. Graduate majors may prepare for careers in public and private organizations, Industrial Relations, Government, Sales and Personnel, Community and Public Relations, Radio, Television, Film and Journalism, Drama and Theatre, and teaching. Graduate programs within the Department offer curricula for specialized study and career training in Communication, Rhetoric and Public Address, Communication Disorders, Oral Interpretation, Theatre, and Mass Communication.

SURVEY INFORMATION

1) HOW LONG HAS THIS PROGRAM BEEN IN EXISTENCE? TWENTY YEARS

2) HOW MANY FULL TIME FACULTY ARE INVOLVED IN ORGANIZATIONAL COMMUNICATION? THREE

3) WHAT ARE THE QUALITIES OF THIS PROGRAM?

   a) We have a flexible, interdisciplinary program.
   b) An internship program is available for graduate students.
   c) The urban setting provides access to many major organizations.

4) WHAT KINDS OF STUDENTS ARE YOU SEEKING?

   a) We seek capable students aspiring to university or organizational careers.

5) HOW CAN THIS PROGRAM BE IMPROVED?

   a) No improvements are necessary.

6) DO YOU HAVE ANY PERSONAL COMMENTS PERTAINING TO YOUR PROGRAM?

There are opportunities for fellowships, assistantships, internships, and private consulting work. We have support for research,

laboratories, computer terminals, and videotape capabilities. An M.A. degree can be completed in one or two years depending on course load elected by students. We also have a curriculum in Public Relations.

7) WHO SHOULD I WRITE FOR ADDITIONAL INFORMATION?

Gary Shulman, Ph.D.
Department of Speech Communication, Theatre, and Journalism
Wayne State University
Detroit, MI. 48202
(313) 577-2943

UNIVERSITY OF MINNESOTA MINNEAPOLIS, MINNESOTA

With approximately 4,500 full time faculty members, 9,600 civil service staff members and more than 55,000 students enrolled in its degree granting colleges and schools and another 18,000 in Continuing Education and Extension, the University of Minnesota is one of the largest institutions of higher learning in the United States. The Twin Cities campus has a variety of academic, cultural, social, and recreational opportunities available for students who enjoy studying in a major metropolitan area. The Twin Cities of Minneapolis and St. Paul are culturally rich. In theatre, with the Tyrone Guthrie Theatre as well as many professional and community theatres featuring regular performances, and in dance, with the Minnesota Dance Theatre nearby campus, students have a variety of cultural events to choose from. Art is also quite popular with the works of both local and international artists displayed at the Minneapolis Institute of Arts, Walker Art Center, and the Minnesota Museum of Art.

SURVEY INFORMATION

1) HOW LONG HAS THIS PROGRAM BEEN IN EXISTENCE? EIGHT YEARS

2) HOW MANY FULL TIME FACULTY ARE INVOLVED IN ORGANIZATIONAL COMMUNICATION? ZERO

3) WHAT ARE THE QUALITIES OF THIS PROGRAM?

   a) We do not view graduate students as necessarily Organizational Communication graduate students. The absence of unique definitions and specialities relating to Organizational Communication we believe is an advantage to our program.

4) WHAT KINDS OF STUDENTS ARE YOU SEEKING?

   a) We seek scholars who see active "doing" in terms of learning knowledge as opposed to involving themselves in apprenticeships, etc.
   b) We seek graduate students who are independent- those who will resist us a little and build a unique program for themselves.

5) HOW CAN THIS PROGRAM BE IMPROVED?

a) Since we have no specialized course of study in Organizational Communication, we have no problems in our program.

6) DO YOU HAVE ANY PERSONAL COMMENTS PERTAINING TO YOUR PROGRAM?

If prospective graduate students are looking for a well preformed program, the University of Minnesota is not the place to attend. Some of our faculty have very specific interests in Organizational Communication; all of our faculty have interests relevant to Organizational Communication. But we do not necessarily bandy that label about in our Department.

We have a few assistantships and fellowships available each year. These are highly competitive. We try to choose the best potential scholars to fill them. On the M.A. level, we have a fair number of people actively employed in industry and business. These students often study Organizational Communication; their presence in class stimulates discussion, but their interests and aims are often limited. Sometimes these students become more interested in scholarly pursuits and, perhaps, the Ph.D. degree.

7) WHO SHOULD I WRITE FOR ADDITIONAL INFORMATION?

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UNIVERSITY OF NEBRASKA LINCOLN, NEBRASKA

The University of Nebraska, a land-grant institution with approximately 22,000 students, is located in the state capital and the second largest city in Nebraska. Students come from all fifty states and over 100 foreign countries. The city offers numerous cultural and environmental advantages. Lincoln is situated in a basin area of Salt Creek, 51 miles southwest of Omaha. The population of Lincoln is 150,000. Lincoln is a major grain market for milling, grain storage, and farm equipment distribution.

The Department of Speech Communication is one of twenty-two units in the College of Arts and Sciences. Composed of eight staff members and twenty graduate assistants, the Department offers graduate level concentrations in the areas of Communication Education, Group and Organizational Communication, Interpersonal Communication, and Socio-Political Communication.

SURVEY INFORMATION

1) HOW LONG HAS THIS PROGRAM BEEN IN EXISTENCE? TEN YEARS

2) HOW MANY FULL TIME FACULTY ARE INVOLVED IN ORGANIZATIONAL COMMUNICATION? THREE

3) WHAT ARE THE QUALITIES OF THIS PROGRAM?

   a) Our Department has excellent research facilities available for graduate student use.
   b) Graduate students and faculty have access to a wide variety of organizations.
   c) The program provides an excellent selection of coursework both within our Department and in the College of Business.
   d) We have had good ability in placing students in both academic and industry following graduation.

4) WHAT KINDS OF STUDENTS ARE YOU SEEKING? NO RESPONSE

5) HOW CAN THIS PROGRAM BE IMPROVED? NO RESPONSE

6) DO YOU HAVE ANY PERSONAL COMMENTS PERTAINING TO YOUR PROGRAM? NO RESPONSE

7) WHO SHOULD I WRITE FOR ADDITIONAL INFORMATION?

Vincent DiSalvo, Ph.D.
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BOWLING GREEN STATE UNIVERSITY BOWLING GREEN, OHIO

Bowling Green State University is located in the city of Bowling Green in northwest Chio. The city has a population of about 25,000 and is the county seat of Wood County. Most of the surrounding area is flat, rich farm land.

Located about 20 miles south of Toledo, Bowling Green is situated at the junction of Interstate 75 and U.S Route 6. Interstate 80 and 90 (the Ohio Turnpike) are only 20 minutes to the north. This location makes the University within comfortable driving distance of every major city in Ohio: 2½ hours from Cleveland and Columbus, for example, and about 4 hours from Cincinnati. The business district of the city is within easy walking distance from most of the campus. Besides a wide variety of retail and service establishments in town, the city also offers four city parks, about two dozen churches, a hospital, and a large public library.

Established in 1910 to prepare teachers, Bowling Green State Normal College opened for classes in September of 1914. In 1929, a graduate school was formed offering Master's degrees in several areas. The current enrollment of 16,000 allows for depth of study not often found in a smaller university. More than half of Bowling Green's students live on campus. The vast majority of students are from Ohio. The 1,200 acre main campus is located between the center of Bowling Green and Interstate 75, which borders the city on the east. A total of 100 buildings, more than half of them being built since 1960, comprise the Bowling Green campus.

SURVEY INFORMATION

1) HOW LONG HAS THIS PROGRAM BEEN IN EXISTENCE? TWELVE YEARS

2) HOW MANY FULL TIME FACULTY ARE INVOLVED IN ORGANIZATIONAL COMMUNICATION? FOUR

3) WHAT ARE THE QUALITIES OF THIS PROGRAM?

a) A major asset of our program is that it is interdisciplinary; we encourage our graduate students to draw from Psychology, Sociology, and Business Administration.
b) Our Department has an active relationship with the northwestern Ohio business community for research and consulting interests.
c) We have a number of interesting courses in Organizational Communication, including Conflict, Negotiation, Mediation, and Arbitration. We provide a "Conflict Management" emphasis.

4) WHAT KINDS OF STUDENTS ARE YOU SEEKING?

a) We seek energetic students who look toward some involvement in the non-academic community on a full or part time basis.
b) Our program is geared more to those students seeking a career in business and industry.

5) HOW CAN THIS PROGRAM BE IMPROVED?

a) The program could be improved by increased organizational research and involvement.
b) More "retainer" type relationships with local organizations for research and consulting purposes would be helpful. This would also benefit long-term training interventions.

6) DO YOU HAVE ANY PERSONAL COMMENTS PERTAINING TO YOUR PROGRAM?

This program emphasizes an active association with faculty who consult with various external organizations. An advantage of this program is the superb methodological instruction offered, and facilities to utilize them. There is also potential for graduate students to be involved in a Management Training Center. The interdisciplinary nature of our program emphasizes minor areas, i.e. Marketing, Personnel, Public Relations, and Organizational Development. Internships and Cooperative Education experiences are possible through the University. My advice to prospective graduate students entering this program would be to realize that Organizational Communication research can be time consuming.

This program offers a number of assistantships, and the opportunities available in terms of interdisciplinary coursework are great. A typical student's work load would include a 3/8 time assistantship schedule (18 hours per week) and a 12-13 credit course load. M.A. candidates entering in September should be finished the following August. Ph.D. candidates typically spend three years on fellowship to complete their post-Master's work. All Ph.D. graduates have been placed, mostly in academe.

7) WHO SHOULD I WRITE FOR ADDITIONAL INFORMATION?

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Bowling Green State University
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OKLAHOMA STATE UNIVERSITY STILLWATER, OKLAHOMA

Oklahoma State University was founded in 1890 as Oklahoma Agricultural and Mechanical College. The name was changed to reflect its university status in 1957. Oklahoma State University is located in north central Oklahoma in Stillwater, a town of about 25,000 people. The Oklahoma State University campus is one of exceptional beauty with modified Georgian architecture in all buildings. University property includes the main campus of 415 acres at Stillwater, and lands and forms totaling 5,300 acres. In addition, the University holds title to the Lake Carl Blackwell area, containing 19,364 acres and a lake covering 3,380 acres, which provides recreational and experimental facilities and the University's water supply. The student population at OSU is some 25,000, and the library contains nearly 1,200,000 volumes.

SURVEY INFORMATION

1) HOW LONG HAS THIS PROGRAM BEEN IN EXISTENCE? TEN YEARS

2) HOW MANY FULL TIME FACULTY ARE INVOLVED IN ORGANIZATIONAL COMMUNICATION? TWO

3) WHAT ARE THE QUALITIES OF THIS PROGRAM?

   a) Our program places much emphasis on practicum and internship experience.
   b) We have had excellent experience in placing our graduates.
   c) Our emphasis on an applied perspective or Organizational Communication approach, as opposed to a rhetorical or communication theory perspective.

4) WHAT KINDS OF STUDENTS ARE YOU SEEKING?

   a) We seek students who intend to work in business, industry, government, or some administrative capacity as opposed to those who intend to teach or participate in academe.
   b) We seek those students who have a pragmatic orientation and desire corresponding instruction and programs.
   c) Students' specific interests should be in Human Resource Development or Management Consulting.
   d) Graduate students who have an undergraduate degree in Business are of special interest to us.

5) HOW CAN THIS PROGRAM BE IMPROVED?

a) We need to involve our students more in our consulting and extension work.
b) More research assistantships should be made available; we have only teaching assistantships.
c) Greater program flexibility would be helpful; students should take opportunities to experience complementary courses in other departments.

6) DO YOU HAVE ANY PERSONAL COMMENTS PERTAINING TO YOUR PROGRAM?

Our program has a narrow perspective, something I believe to be an asset, since its perspective is applied in nature. Those wanting to teach or go on to traditional graduate programs will not be well served at OSU. Those wanting a career in various fields of applied communication will be most satisfied with our program.

Our Department takes a direct role in career planning and placement of our students. While the focus is applied in nature, we stress a blend where students take a variety of courses in Communication Theory, Interpersonal Relations, Persuasion, Research, etc. Students may do a thesis, an M.A. written project, or an internship for the M.A. Ph.D. students, of course, do a dissertation. Course work is difficult, and we typically require 12 hours outside our Department. As a rule, those courses are taken in Business and Human Resource Development. Assistantships are readily available, as well as opportunities for quality graduate students to participate in consulting assignments with faculty. The climate of our program, as well as the Department in general, is excellent- we have a "friendly" program.

7) WHO SHOULD I WRITE FOR ADDITIONAL INFORMATION?

Paul Harper, Ph.D.
Department of Speech Communication
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UNIVERSITY OF OKLAHOMA NORMAN, OKLAHOMA

The University of Oklahoma is a state controlled institution in Norman, Oklahoma. Established in 1890, the University has a total enrollment of about 20,000. The Univeristy library has more than a million volumes.

Located 18 miles south of Oklahoma City, on the Oklahoma, and the Atchison, Topeka, and Santa Fe railroads, Norman is the trading center of a diversified agricultural area producing wheat, cotton, corn, feed crops, garden truck, poultry, and livestock. Norman is also the county seat of Cleveland County, and is located 1,170 feet above sea level. Norman is located near the center of the state.

SURVEY INFORMATION

1) HOW LONG HAS THIS PROGRAM BEEN IN EXISTENCE? EIGHT TO TEN YEARS

2) HOW MANY FULL TIME FACULTY ARE INVOLVED IN ORGANIZATIONAL COMMUNICATION? TWO

3) WHAT ARE THE QUALITIES OF THIS PROGRAM?

a) Our Department has excellent relations with the School of Business.

4) WHAT KINDS OF STUDENTS ARE YOU SEEKING?

a) We seek bright students with a high grade point average.

5) HOW CAN THIS PROGRAM BE IMPROVED?

a) Our Department needs more technological emphasis.

6) DO YOU HAVE ANY PERSONAL COMMENTS PERTAINING TO YOUR PROGRAM?

A graduate student interested in attending the University of Oklahoma should know that excellent support is available, travel to conventions is possible, an emphasis on research is made, and that substantial statistical and research training is required of graduate students.

7) WHO SHOULD I WRITE FOR ADDITIONAL INFORMATION?

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PENNSYLVANIA STATE UNIVERSITY UNIVERSITY PARK, PENNSYLVANIA

The Pennsylvania State University was chartered by the Pennsylvania Legislature as a Farmer's High School in 1855, and was founded by professional men, educated farmers, and state and county agricultural leaders. A faculty of four met the incoming class of 69 students in February, 1869. Pennsylvania State University now has a student body of some 60,000; faculty members now number 4,000. The University owns a total of 16,108 acres of land, including recreational areas, campuses, farms and agricultural experimental grounds, forest tracks used for field research and forest development, as well as for recreational use (these figures comprise all P.S.U. campuses). There are 214 principal buildings on the University Park campus.

SURVEY INFORMATION

QUESTIONNAIRES WERE RETURNED UNCOMPLETED. THE PROFESSOR IN ORGANIZATIONAL COMMUNICATION LEFT THE UNIVERSITY. THE DEPARTMENT WAS IN THE PROCESS OF HIRING ANOTHER PROFESSOR TO FILL THE POSITION.

UNIVERSITY OF TEXAS AUSTIN, TEXAS

The University of Texas at Austin is a state institution, located by popular vote, and endowed and maintained by legislative grants. The University has grown to be a major educational learning center in Texas. The grounds of the University of Texas consist of the original campus, a high lying tract of forty acres, and numerous sites which have been acquired by gift and purchase through the years. The campus is located in the center of Austin, a city with a population of some 300,000. Founded in 1883, the Austin campus University is the largest public institution in Texas. The library contains over 2,000,000 volumes.

The city of Austin is located in central Texas, and is the state capital. It is situated on the Colorado River, 75 miles northeast of San Antonio. Besides a number of institutions of higher learning that create a professional atmosphere for Austin, it is also a shipping and receiving center for a large agricultural area. Bergstrom Air Force Base adjoins the city on the southeast. Austin is a major convention center and the headquarters for about 200 state, regional, and national associations.

SURVEY INFORMATION

1) HOW LONG HAS THIS PROGRAM BEEN IN EXISTENCE? SEVEN YEARS

2) HOW MANY FULL TIME FACULTY ARE INVOLVED IN ORGANIZATIONAL COMMUNICATION? TWO AND ONE-HALF

3) WHAT ARE THE QUALITIES OF THIS PROGRAM?

a) Our program has well delineated courses of study.
b) Graduate students have many opportunities to conduct research with faculty members.
c) Our diverse program provides the "traditional" approaches to study, but also a qualitative methodology approach to studying Organizational Communication as well.
d) Our Department offers a complete sequence of courses in Organizational and Interpersonal Communication.

4) WHAT KINDS OF STUDENTS ARE YOU SEEKING?

a) We seek students with high grade point averages and high GRE scores.
b) Students should be interested in doing research, and should bring other areas of life and education to their program besides communication.
c) Some experience in teaching would be helpful.

5) HOW CAN THIS PROGRAM BE IMPROVED?

a) More upper level courses in Organizational Communication are needed.
b) We have a very diverse program, which could use additional integration.
c) More interaction between graduate students and faculty is necessary.

6) DO YOU HAVE ANY PERSONAL COMMENTS PERTAINING TO YOUR PROGRAM?

Our program is a diversified one, especially given that the faculty has many different interests and specialties. A student in our program could easily specialize in either qualitative or quantitative approaches to Organizational Communication, or both. Faculty expect a great deal from graduate students in terms of workload, as well as commitment to the field. Program of study is elective-oriented. Students should expect to take diversified areas of study in their program, including Sociology, Psychology, Public Affairs, and Business Administration.

While a student may wish to pursue a non-academic career upon receiving his/her Ph.D., he/she should not expect the degree requirements to be non-research oriented. The Ph.D. is a research degree- what the student chooses to do with the degree upon graduation is his/her business. However, we do offer coursework in Organizational Communication Consulting and Organizational Change.

Most full time graduate students receive financial support, typically as a teaching or research assistant. In addition, all doctoral students must take a research internship course culminating in a presentation of findings to faculty and students. Doctoral students typically take three years beyond the M.A. to complete their degree. Organizational Communication courses within the Department include survey as well as advanced seminar work. A person who can operate under a high degree of structure may not be happy in this Department. One the other hand, those students who like the freedom to shape their own program should enjoy the program much. Each student is encouraged to build a program to meet his/her individual interests. Included in this is the searching out of courses around the University to help fill out a comprehensive program.

Many students enrolled concurrently work with faculty on research projects that often culminate in convention papers and/or journal articles. Many times, these projects grow out of work completed in a particular course.

7) WHO SHOULD I WRITE FOR ADDITIONAL INFORMATION?

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UNIVERSITY OF WASHINGTON SEATTLE, WASHINGTON

Founded in 1861, the University of Washington is the oldest state-assisted institution of higher education on the Pacific Coast. Its original site was on a ten acre tract of wooded wilderness that is now downtown Seattle. The present campus- 680 acres of trees, landscape, and buildings, located between the shores of Lake Washington and Lake Union- is in a residential section of the city and has long been considered one of the most attractive in the nation.

The Univeristy of Washington student enrollment is approximately 35,000 students, 10,000 of whom are graduate or professional students. More than 75% of the undergraduates are from the state of Washington, and most are from the top one-third or one-fifth of their respective classes.

Study in Speech Communication focuses on an understanding of the nature of speech as a form of behavior and a social process (theory), the development of appropriate analytical methods for critical evaluation of the varied uses of speech in both personal and societal settings, and the improvement of communication competencies for individual, social, and professional purposes.

SURVEY INFORMATION

1) HOW LONG HAS THIS PROGRAM BEEN IN EXISTENCE? FIVE YEARS

2) HOW MANY FULL TIME FACULTY ARE INVOLVED IN ORGANIZATIONAL COMMUNICATION? ONE

3) WHAT ARE THE QUALITIES OF THIS PROGRAM?

a) Our productive faculty encourages graduate student involvement on research projects.
b) A flexible program tailored to meet the needs of individual students is offered.
c) The city of Seattle provides many professional and cultural opportunities.
d) The Department emphasis is on application of theory and research to applied problems.

4) WHAT KINDS OF STUDENTS ARE YOU SEEKING?

a) Students should have a good working knowledge of current research in communication.
b) Prospective graduate students should be able to write well.
c) Some previous research experience and reading of Organizational Communication would be most helpful.
d) We seek students having solid academic credentials who are self-motivated and show initiative.

5) HOW CAN THIS PROGRAM BE IMPROVED?

a) More courses in Organizational Communication at the graduate level would be useful.

6) DO YOU HAVE ANY PERSONAL COMMENTS PERTAINING TO YOUR PROGRAM?

This program is a very contemporary approach to Organizational Communication. The courses are up-to-date, with the "systems" concept being used to apply what is going on in organizations today. The program has vitality; it is challenging. A variety of different interests are available, both because of the curriculum and the faculty.

The faculty member in Organizational Communication is productive and encouraging. Her courses and seminars are difficult, but stimulating. Student research is stressed.

7) WHO SHOULD I WRITE FOR ADDITIONAL INFORMATION?

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WEST VIRGINIA UNIVERSITY MORGANTOWN, WEST VIRGINIA

West Virginia University is located in Morgantown, West Virginia, a city with a population of 50,000. Located in one of the largest coal-producing counties in the nation, Monongahela, with a production exceeding eleven million tons annually, WVU is the largest single employer.

Located on the east bank of the Monogahela River, which flows north to nearby Pittsburgh, PA., Morgantown is situated on rugged terrain of the Appalachian highlands. The altitude of the city varies from 800 to 1,150 feet above sea level, and the surrounding hills rise eastward to Chestnut Ridge and reach an altitude of 2,600 feet just ten miles from the city.

The area's temperate climate is marked by four distinct seasons of about equal length. Morgantown's valley location usually allows it to escape the extremes of winter. Downtown snowfall averages 25 inches annually and cold waves, which average about three per year, are blunted by the hilly terrain. Heavy winter clothing is not usually needed until after Thanksgiving.

SURVEY INFORMATION

1) HOW LONG HAS THIS PROGRAM BEEN IN EXISTENCE? SEVEN YEARS

2) HOW MANY FULL TIME FACULTY ARE INVOLVED IN ORGANIZATIONAL COMMUNICATION? THREE

3) WHAT ARE THE QUALITIES OF THIS PROGRAM?

a) Our program is integrated within a context of a broad, behaviorally-based communication program. The Organizational Communication program is not set apart from the other graduate programs.
b) Our program relies heavily on crucial problems in today's organization- management communication, conflict, communication flow, change and coping mechanisms, and general communication problems in organizations.
c) We have various faculty members who are superior methodologists.

4) WHAT KINDS OF STUDENTS ARE YOU SEEKING?

a) Our graduate students are diligent, hard-working, responsible, aggressive, and highly motivated.
b) We recommend that prospective students should have an extensive research-oriented background with training in methods.
c) We generally seek students who have an M.A. and are seeking a Ph.D., or students seeking an M.A. for a career in business.

5) HOW CAN THIS PROGRAM BE IMPROVED?

a) Presently, we have no "skills" courses in our program; pragmatic approaches to Organizational Communication are extremely limited.
b) The number of courses in Organizational are limited, and need to be expanded.

6) DO YOU HAVE ANY PERSONAL COMMENTS PERTAINING TO YOUR PROGRAM?

A graduate student at WVU must do research or have a research orientation. He/she must be willing to be a research assistant, and additionally complete 36-42 hours of coursework to obtain an M.A. Departmental courses are required, which means a combination of instructional, interpersonal, nonverbal, organizational, media, and methods courses must be taken to meet requirements. A major advantage of the M.A. program is that it is a one year program. In further support for our program, I would suggest that prospective graduate students merely talk to faculty and students already in the program.

7) WHO SHOULD I WRITE FOR ADDITIONAL INFORMATION?

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